

## EU-Reconcily



# TRANSNATIONAL EQUAL PROJECT: "EU-RECONCITY: European Model of a City that Reconciles"

## Description Card Index of the Best Practice

### Name of the experience

"Conciliation Prize" for companies located in Fuenlabrada municipality

### Type of financing (best practice supporting resources origin)

European Social Fund

### Place of implementation / intervention

Fuenlabrada Woman House and Fuenlabrada Council

### Promoter / Executant organism

Regional Authority for Employment and Women - Community of Madrid (Woman General Directorate) and Fuenlabrada Council (Woman City Department)

### Participants / Partners agents

(Woman City Department - Fuenlabrada Council)

### Framework area

- Flexible labour alternatives
- Shared responsibility
- Supporting resources

This experience is also connected to "Flexible Labour Alternatives" work area

### Summary (best practice description)

Application of measures regarding conciliation of the familiar and professional life in companies located in municipality: public acknowledgement of the efforts done by Fuenlabrada's companies about conciliation issues

### **Analysis of the context in which it is framed**

A good practices study regarding conciliation of the familiar, personnel and professional life was developed by Woman Department (of Fuenlabrada Council) on 2005. The results were mainly related with improving the knowledge about the uses of conciliation measures in companies in Fuenlabrada. Best companies were selected in order to recognize their implication with conciliation policies. A Conciliation Prize was awarded to the companies with best practices in conciliation of the familiar, personnel and professional life.

### **Best practice objectives**

Public acknowledgement to the companies in Fuenlabrada, which have running strategies and practical measures about their employees conciliation of the familiar, personnel and professional life.

To promote the development and running of Conciliation measures into the Fuenlabrada companies

### **Methodology**

1°-Good Practice Study:

Questionnaire: carrying out of a questionnaire and introducing letter signed by Woman Councillor. Mail to companies

Follow up: Replies monitoring. Quality control. Detailed review of every questionnaire

2° Distribution of the First Prize Conciliation rules. Special distribution of applications to the interested companies.

3° Publicity Campaign in different mass media (papers, radio)

4° Companies applications (participation card and sworn statement)

5° Evaluation keys. Constitution, meeting and jury decision -

6° Conciliation Prize ceremony to the companies

7° Mass media diffusion of the awarded companies

### Beneficiaries

1° Every company located in Fuenlabrada municipality using Conciliation measures and/or conciliation strategies

2° Awarded companies

### Period

From April, 2005

To December, 2005

### Results (relevant products & benefits of the project)

- Companies engaged with quality of employment and conciliation needs get benefits that improve their economic results
- Staff is more motivated, loyal and involved with the company
- Effectiveness of time work is increased
- The risk of lose workers is decreased
- Female potential will be improved
- Human resources investment is more efficient; the cost of training and selection processes are decreased
- Employees satisfaction is increased
- Labour climate is improved: stress decreased, occupational health improved and employees quality of life
- Better communication among Directives and staff
- It contributes to create a social responsible company image that:
  - . Attracts new clients
  - . Attracts new employees

**Innovation elements** (referring to the new components, added value that makes the practice innovative on the intervention territories)

The advantages of flexibility measures that awarded companies have implemented with their employees involve a better management of their working time (in terms of time and space)

They are innovative measures in the framework of Human Resources policies and contribute to a better labour quality environment.

The most innovative consequence is that the companies (direct or indirectly) support and defend women freedom to improve their labour conditions, to share familiar responsibilities and being able labour market access without limits, nor familiar, social or cultural pressures.

In summary companies are innovative because they have implemented conciliation of familiar and professional strategies in their management of human resources. Those strategies reinforce flexibility and competitiveness compared to other companies.

**Impact / visibility** (existing mechanisms to measure the effectiveness and the obtained results of the project, related to the designated beneficiaries; predicted or unpredicted, positive or negative - effects of the results on the collectives of beneficiaries, on the executant entity, on the organization surroundings, etc... )

Good Practices study showed up the existence of many companies in Fuenlabrada with a high knowledge of Conciliation Law (39/1999) -which is the main legal reference at state level-

86,8% of the companies knows the Law; half of the companies knows some aspects of law and only 7,5 % has a deep knowledge about it.

In addition Company Prize has facilitated Law spreading, giving information to the citizens, other companies, associations, etc...in the municipality.

**Sustainability and stability** (existing mechanisms that assure the development of the experience and also its continuity on the future; if the project/intervention was design to be viable on time, not to end when the project finished; what mechanism are defined so the project/intervention persist; etc... )

Conciliation Law, company's progressive awareness of Law, workers demands in order to get better conciliation measures... All of this will permit a better law application; more and better resources for conciliation are expected.

However it will be necessary to develop more support actions and mechanisms like:

- Awareness and information campaigns addressed to companies.
- Distribution of conciliation good practices

- Co-responsibility Awareness campaigns
- Awareness and information campaigns addressed to workers

**More information**

Name:

Address:

Phone:

Email: